



USDA Weekly Retail Turkey Feature Activity

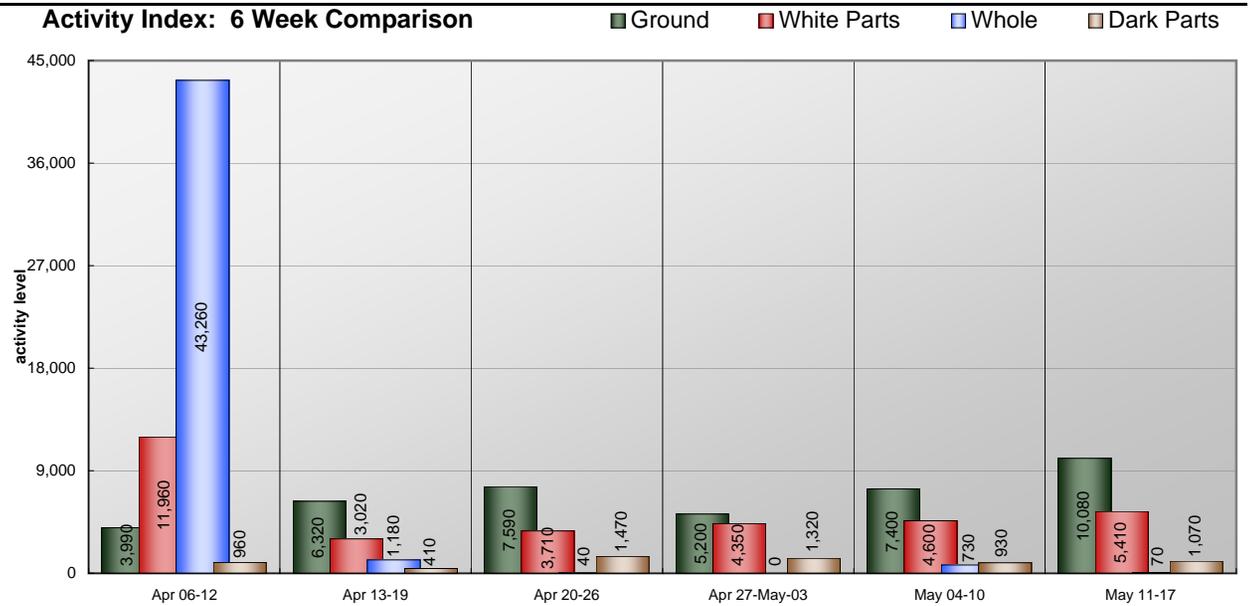
Fri. May 11, 2007

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 05/11 thru 05/17.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

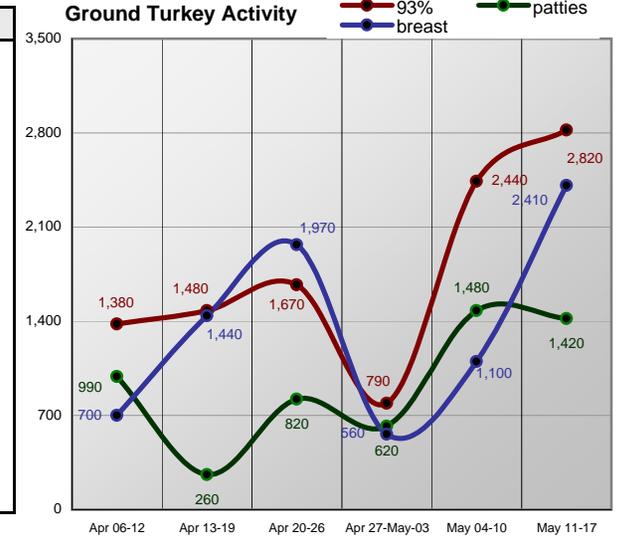
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	54.4% of 17,000 outlets		46.2% of 17,000 outlets		48.7% of 17,000 outlets	
Special Rate 4/	2.2%		4.5%		12.7%	
Activity Index 2/	17,300		14,530		12,920	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	30	1.07			100	1.12
" - Toms	10	1.19			50	1.12
Frozen - Hens	30	0.88	370	0.96	90	0.88
" - Toms			360	0.98	70	0.79
PARTS:						
Breast:						
Bone-in, whole						
Fresh	480	1.59	1,600	1.95	1,010	1.83
Frozen	380	1.48	230	1.49	330	1.36
Hotel Style						
Fresh	160	0.99	140	1.49	220	1.01
Frozen						
Split, bone-in						
Fresh	150	1.35	880	2.29		
Rotisserie	730	5.98	670	7.16	1,070	6.04
Boneless, whole						
Cutlets	40	3.34			100	3.59
Cutlets, thin sliced	1,530	4.40	440	4.41	1,110	4.07
Strips	370	4.64	10	3.99	500	3.71
Tenders	570	4.54	110	4.54		
Tenders	1,000	4.01	520	3.73	1,110	3.72
Marinated Tenders	600	3.37	450	3.16		
Drumsticks						
Thighs	580	1.87	520	1.26	210	1.01
Wings	150	1.71	40	1.37		
Necks	310	1.19	270	1.24	210	1.01
Necks					10	1.39
Smoked Drumsticks			50	1.39	100	1.55
Smoked Wings	30	1.29	50	1.39	40	1.42
Smoked Necks						
GROUND TURKEY:						
Patties	1,420	2.45	1,480	2.81	690	2.65
Sausage	1,590	2.22	1,950	2.44	1,030	2.53
85% lean	1,840	1.82	430	1.82	430	1.67
93% lean	2,820	2.12	2,440	2.33	2,710	2.31
Breast	2,410	4.02	1,100	3.85	1,730	3.88
Rolls (frsh/frz 1 lb.)	70	0.99	420	1.02	--	--

Note: rolls not included in ground fresh ground turkey total and weighted average.



Turkey Featuring - 05/11 thru 05/17

The National feature rate continues to increase due to sharply higher promotions in the West. Hens and toms are offered sparingly this week. Fresh bone-in breasts are lower in price and volume, frozen are about unchanged in price but lower in volume. Offers of split bone-in breasts retreat while prices edge higher. Boneless breast parts are more visible, especially cutlets and tenders. Promotion on dark meat cuts increased and are more prominent in the West this week. Values rose 48% on drumsticks compared to last week and 85% higher than the same week a year ago. Ground turkey continues to be the most popular item featured and the weighted average price is lower this week. Ground breast meat promotions are up 119% and 85% lean promotions are up 328%. Offers of patties and sausage retreat. Prices are higher on ground breast meat, unchanged on 85% lean, and lower on the balance of items.



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/ FEATURE RATE: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/ ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). **3/ STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/ SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



USDA Weekly Retail Turkey Feature Activity

Fri. May 11, 2007

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 05/11 thru 05/17.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 4/ Activity Index 2/	51.1% of 7,900 sampled outlets 4.5% of stores w/ no-price promotions Activity Index = 8,770			43.1% of 5,200 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 2,260			75.6% of 3,900 sampled outlets 0.5% of stores w/ no-price promotions Activity Index = 6,200		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens	0.99	10	0.99				0.99 - 1.19	20	1.11
" - Toms							1.19	10	1.19
Frozen - Hens							0.88	30	0.88
" - Toms									
PARTS:									
Breast:									
Bone-in, whole									
Fresh	0.99 - 1.99	460	1.56	2.69	10	2.69	1.99	10	1.99
Frozen	0.99 - 1.39	130	1.02	0.99 - 1.49	130	1.45	1.99	120	1.99
Hotel Style									
Fresh	0.99	160	0.99						
Frozen									
Split, bone-in									
Fresh	0.99	120	0.99	2.78 - 2.79	30	2.79			
Rotisserie	3.74 - 8.99	480	5.41	5.99 - 6.99	120	6.07	7.99	130	7.99
Boneless, whole									
Cutlets	2.99 - 3.99	40	3.34						
Cutlets, thin sliced	2.99 - 4.99	820	4.30	3.99	30	3.99	4.54	680	4.54
Strips	4.49 - 4.99	370	4.64				4.54	570	4.54
Tenders	3.99 - 4.24	410	4.05	3.49	20	3.49	3.99	570	3.99
Marinated Tenders	2.59 - 3.99	300	3.62	3.69 - 3.73	130	3.73	2.66	170	2.66
Drumsticks							1.19 - 3.99	580	1.87
Thighs							1.69 - 1.89	150	1.71
Wings							1.19	310	1.19
Necks									
Smoked Drumsticks									
Smoked Wings				1.29	30	1.29			
Smoked Necks									
GROUND TURKEY:									
Patties	2.49 - 2.99	460	2.88	1.69 - 2.99	300	2.04	1.69 - 2.50	660	2.34
Sausage	1.99 - 2.79	890	2.31	1.39 - 2.46	240	2.39	1.39 - 2.46	460	1.96
85% lean	1.49 - 2.31	950	1.94	1.48 - 1.66	440	1.66	1.04 - 1.87	450	1.73
93% lean	1.53 - 2.40	1,280	2.09	1.36 - 3.00	750	2.36	1.36 - 2.80	790	1.96
Breast (99-100% lean)	3.07 - 4.61	1,890	4.03	4.09 - 4.22	30	4.20	3.99	490	3.99
Rolls (frsh/frz 1 lb.)				0.99	70	0.99			